

NEWS BRIEFS

## Day's wrap: Moncler, Armani, David Yurman, British Fashion Council, Cartier and Stella McCartney

February 1, 2019



*Stella McCartney cast dinosaur statues as characters in its campaign. Image credit: Stella McCartney*

By STAFF REPORTS

### [Armani takes leaps of faith with perfume spot](#)

Italian fashion label Armani is weaving a new chapter in its S perfume story.

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### [David Yurman gets court orders against counterfeiters](#)

Jeweler David Yurman is gaining protections against counterfeits after receiving an injunction against Web sites it says infringed on its intellectual property.

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### [KOLs tapped for Cartier pop-up promotion](#)

French jeweler Cartier is gaining a multinational presence for Lunar New Year with a blogger content campaign that spanned China and Japan.

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### [British Fashion Council democratizes fashion week with consumer-facing event](#)

London Fashion Week is becoming more consumer-centric with the launch of a new event format.

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### [Moncler renews Genius concept in "inclusive luxury" strategy](#)

French-Italian outerwear label Moncler is evolving its aseasonal approach to fashion as it enters the second year of its Genius project.

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### [Stella McCartney goes prehistoric for ecological eyewear effort](#)

British fashion label Stella McCartney is aiming to prove that plastic is not fantastic in a push for a more sustainably derived eyewear collection.

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